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**Table 23.01-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE
ACTIVITIES: 1985 TO 2007**

[In thousands of dollars. Data are on a cash basis accounting]

Year reported 1/	Retailing	Services 2/	Amusement, etc. 3/	Intermediary services	Wholesaling
1985	8,499,254	2,481,669	154,830	116,300	4,095,220
1986	9,239,373	2,784,169	159,881	127,992	4,443,166
1987	9,449,673	2,896,159	157,824	148,557	5,188,215
1988	10,385,974	3,287,715	165,729	182,138	5,683,815
1989	11,607,779	3,699,003	184,154	189,018	6,595,569
1990	12,827,883	4,276,876	201,003	349,111	7,494,330
1991	13,398,382	4,888,164	209,128	451,078	7,722,752
1992	13,846,332	5,032,682	229,091	247,850	7,498,621
1993	13,976,048	5,092,654	226,443	218,173	7,646,215
1994	14,569,798	5,270,844	238,195	265,755	7,622,366
1995	15,050,113	5,351,079	233,843	264,193	7,808,103
1996	16,091,429	5,618,027	246,232	292,250	8,153,155
1997	15,973,955	5,414,691	229,802	283,064	8,101,894
1998	15,730,858	5,545,001	232,288	320,845	8,030,448
1999	15,957,379	5,647,648	220,959	298,815	8,059,260
2000	17,453,936	6,045,695	253,484	378,574	9,082,585
2001	17,823,297	6,426,452	249,098	322,183	9,171,140
2002	17,873,487	6,831,646	265,334	331,944	9,288,532
2003	18,835,041	7,296,759	260,651	352,614	9,714,281
2004	21,049,652	8,108,248	288,658	312,781	11,017,918
2005	23,233,246	9,206,858	292,734	388,457	11,920,729
2006	23,997,010	9,967,208	301,779	606,071	12,687,800
2007	26,448,776	11,197,746	343,395	681,671	13,903,196

1/ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

2/ Includes both business and professional services but excludes hotels, theater, amusement, broadcasting, and intermediary services.

3/ Theater, amusement, radio, etc.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release). see also <http://www.state.hi.us/tax/a5_3txcolrpt.htm>.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES (NAICS 44-45): 2006**

[Statistics based on the North American Industry Classification System (NAICS) which replaced
the Standard Industrial Classification (SIC) system]

NAICS code	Retail trade	Average establish- ments	Average employ- ment	Total wages (\$1,000)	Wages per employee
	Total	4,613	70,059	1,820,660	25,988
441	Motor vehicle and parts dealers	340	7,382	324,053	43,898
442	Furniture and home furnishings stores	201	1,829	61,168	33,451
4421	Furniture stores	85	840	29,905	35,619
44221	Floor covering stores	43	467	18,916	40,542
442291	Window treatment stores	10	49	1,666	34,053
442299	All other home furnishings stores	64	474	10,681	22,558
443	Electronics and appliance stores	141	1,696	46,094	27,186
443111	Household appliance stores	27	123	3,921	32,006
443112	Radio, TV, and other electronics stores	67	866	21,807	25,174
44312	Computer and software stores	37	640	19,034	29,734
44313	Camera and photographic supplies stores	11	67	1,332	20,000
444	Building material and garden supply stores	242	4,915	153,822	31,296
44411	Home centers	36	2,226	61,180	27,482
44412	Paint and wallpaper stores	20	135	5,985	44,360
44413	Hardware stores	59	1,377	37,795	27,446
44419	Other building material dealers	97	859	40,394	47,051
44421	Outdoor power equipment stores	7	50	1,625	32,555
44422	Nursery, garden, and farm supply stores	23	268	6,843	25,493
445	Food and beverage stores	598	12,789	296,939	23,219
44511	Supermarkets and other grocery stores	224	9,235	224,486	24,307
44512	Convenience stores	131	1,436	25,470	17,735
44521	Meat markets	29	217	5,469	25,263
44522	Fish and seafood markets	39	461	11,152	24,173
44523	Fruit and vegetable markets	23	139	2,645	19,032
445291	Baked goods stores	16	101	2,849	28,347
445292	Confectionery and nut stores	33	346	7,164	20,726
445299	All other specialty food stores	48	640	13,774	21,508
4453	Beer, wine, and liquor stores	56	214	3,929	18,382
446	Health and personal care stores	336	5,267	156,189	29,653
44611	Pharmacies and drug stores	165	3,778	119,592	31,652
44612	Cosmetic and beauty supply stores	62	591	13,406	22,677
44613	Optical goods stores	35	371	8,936	24,080
446191	Food, health, supplement stores	44	310	6,385	20,615
446199	All other health and personal care stores	29	217	7,870	36,293
447	Gasoline stations	228	2,668	54,732	20,512
44711	Gasoline stations with convenience stores	172	2,156	44,010	20,413
44719	Other gasoline stations	56	512	10,722	20,932

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**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2006 - Con.**

NAICS code	Retail trade	Average establish- ments	Average employ- ment	Total wages (\$1,000)	Wages per employee
448	Clothing and clothing accessories stores	1,154	11,501	240,584	20,919
44811	Men's clothing stores	72	949	16,607	17,495
44812	Women's clothing stores	233	2,721	54,885	20,169
44813	Children's and infant's clothing stores	17	190	2,271	11,982
44814	Family clothing stores	95	2,317	34,935	15,077
44815	Clothing accessories stores	75	703	20,228	28,787
44819	Other clothing stores	171	1,168	19,151	16,404
4482	Shoe stores	108	1,099	21,468	19,527
44831	Jewelry stores	364	2,020	60,701	30,047
44832	Luggage and leather goods stores	19	334	10,339	30,954
451	Sporting goods, hobby, book and music stores	341	3,412	62,152	18,215
45111	Sporting goods stores	180	1,534	31,050	20,236
45112	Hobby, toy, and game stores	44	550	7,903	14,362
45113	Sewing, needlework, and piece goods stores	15	132	2,743	20,861
45114	Musical instrument and supplies stores	22	124	2,519	20,354
45121	Book stores and news dealers	53	841	14,388	17,111
45122	Prerecorded tape, CD, and record stores	27	231	3,549	15,342
452	General merchandise stores	127	12,338	274,892	22,280
452111	Department stores, except discount	24	3,902	76,331	19,561
452112	Discount department stores	28	5,280	109,795	20,793
45291	Warehouse clubs and supercenters	10	2,349	75,523	32,151
45299	All other general merchandise stores	65	806	13,244	16,427
453	Miscellaneous store retailers	813	5,964	140,823	23,611
4531	Florists	100	519	8,384	16,150
45321	Office supplies and stationery stores	58	825	22,827	27,680
45322	Gift, novelty, and souvenir stores	352	2,735	62,792	22,961
4533	Used merchandise stores	51	438	8,432	19,241
45391	Pet and pet supplies stores	39	(1/)	(1/)	(1/)
45392	Art dealers	126	606	20,328	33,531
453991	Tobacco stores	8	26	533	20,784
453998	Store retailers not specified elsewhere	78	486	11,921	24,547
454	Nonstore retailers	95	299	9,212	30,834

1/ Data do not meet BLS or State agency disclosure standards.

Source: U.S. Department of Labor, *Employment and Wages Annual Averages 2006*, table 10,
<<http://www.bls.gov/cew/>> accessed April 2, 2008.

**Table 23.08-- RETAIL TRADE AND FOOD SERVICES SALES, BY
TYPE OF STORE: 2006**

[In millions of dollars; data are estimates. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system. Under NAICS classification, food service & drinking establishments are no longer included in retail trade]

Kind of store	NAICS code	2006
All retail stores 1/	44, 45	22,251
Total Retail sales and food and drink	44, 45, 722	25,969
Motor vehicle and parts dealers	441	4,120
Furniture and home furnishings	442	595
Electronics and appliances	443	487
Building material and garden equipment and supply dealers	444	2,089
Food and beverage stores	445	3,363
Health and personal care	446	1,395
Gasoline stations	447	1,816
Clothing and clothing accessories	448	2,846
Sporting goods, hobby, book, & music stores	451	549
General merchandise	452	3,642
Miscellaneous store	453	992
Nonstore retailers	454	357
Food services & drinking places	722	3,718

1/ Includes other types of stores, not shown separately.

Source: Market Statistics (a division of Claritas Inc., Arlington VA), *The Survey of Buying Power Data Service*, annual, estimates cited in U.S. Census Bureau, *Statistical Abstract of the United States: 2008*, pp. 654-655.

Table 23.11-- SHOPPING CENTER CHARACTERISTICS: 2002 TO 2005

Characteristic	2002	2003	2004	2005
Gross leasable area (million square feet)	20	21	21	21
Retail sales (billion dollars)	5.7	6.1	6.7	7.4
Retail sales per square foot (dollars)	279	297	321	346

Source: U.S. Census Bureau, *Statistical Abstract of the United States: 2008* (p. 658)
and earlier editions, see also <<http://www.census.gov/compendia/statab/>> accessed January 7, 2008.

Table 23.13-- DUTY-FREE STORE REVENUES: 1985 TO 2007

[In dollars. These sales revenues are not included in the general excise and use tax base data cited elsewhere in this volume]

Year	Revenues	Year	Revenues
1985	180,126,919	1997	355,636,355
1986	270,891,959	1998	271,692,798
1987	369,788,429	1999	192,429,772
1988	445,072,755	2000	229,392,900
1989	451,185,041	2001	215,257,193
1990	413,932,037	2002	149,962,722
1991	378,587,469	2003	158,854,936
1992	421,953,644	2004	168,305,421
1993	397,322,968	2005	189,517,794
1994	413,417,555	2006	174,632,693
1995	419,548,514	2007	147,125,047
1996	425,824,748		

Source: DFS Hawaii, records; for 1995-2006 data Hawaii State Department of Transportation, Airport Division, records.

Table 23.14-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 2005 TO 2007

[Fiscal year ending June 30]

Category	Wine gallons of 128 fluid ounces			Wholesale value, 2007 (dollars)
	2005	2006	2007	
All types	36,290,151	36,970,982	37,273,879	491,912,034
Distilled spirits	1,785,701	1,985,998	2,025,171	111,798,535
Sparkling wine	243,292	258,108	273,728	17,198,346
Still wine	3,342,544	3,552,543	3,674,139	129,947,916
Cooler beverage	505,850	459,835	401,978	4,748,629
Draft beer	2,568,092	2,706,714	2,724,226	16,197,750
Beer other than draft	27,844,672	28,007,784	28,174,637	212,020,858

Source: Hawaii State Department of Taxation, Tax Research and Planning, records.

Table 23.34-- VISITOR ACCOMMODATIONS, BY COUNTY: 1970 TO 2007

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
1970	26,923	18,449	3,166	2,565	2,743
1971	32,289	22,531	3,435	2,628	3,695
1972	35,797	24,742	4,241	2,719	4,095
1973	36,608	25,108	4,796	2,629	4,075
1974	38,675	25,365	5,234	2,868	5,208
1975	39,632	25,352	5,348	3,102	5,830
1976	42,648	25,851	6,045	3,520	7,232
1977	44,986	27,363	5,929	3,657	8,037
1978	47,070	28,546	6,002	3,786	8,736
1979	49,832	30,065	6,093	4,202	9,472
1980	54,246	34,334	5,889	4,322	9,701
1981	56,769	33,967	6,705	4,738	11,359
1982	57,968	33,492	7,167	5,147	12,162
1983	58,765	34,354	7,469	4,193	12,749
1984	62,448	36,848	7,149	5,313	13,138
1985	65,919	38,600	7,511	5,656	14,152
1986	66,308	39,010	7,280	5,922	14,096
1987	65,318	38,185	7,328	5,956	13,849
1988	69,012	37,841	8,823	7,180	15,168
1989	67,734	36,467	8,161	7,398	15,708
1990	71,266	36,899	8,952	7,546	17,869
1991	72,275	36,623	9,383	7,567	18,702
1992	73,089	36,851	9,170	7,778	19,290
1993	69,502	36,604	9,140	4,631	19,127
1994	70,463	36,194	9,595	5,870	18,804
1995	(NA)	(NA)	(NA)	(NA)	(NA)
1996	70,288	36,146	9,558	6,760	17,824
1997	71,025	35,971	9,913	6,589	18,552
1998	71,480	36,206	9,655	6,969	18,650
1999	71,157	35,861	9,815	6,872	18,609
2000	71,506	36,303	9,774	7,159	18,270
2001	72,204	36,824	9,944	7,202	18,234
2002	70,783	36,457	9,297	7,037	17,992
2003 1/	70,579	35,541	9,478	7,257	18,303
2004 1/	72,176	35,769	9,857	8,105	18,445
2005 1/	72,307	33,926	10,940	8,221	19,220
2006 1/	72,274	33,606	10,831	8,266	19,571
2007	73,220	33,588	11,061	8,692	19,879

NA Not available.

1/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

**Table 23.38-- HOTELS AND OTHER LODGING PLACES (NAICS 721),
BY COUNTY: 1999 TO 2005**

[Excludes most government employees, railroad employees, and self-employed persons.
Statistics based on the North American Industry Classification System (NAICS)
which replaced the Standard Industrial Classification (SIC) system used in the
County Business Patterns prior to 1998. Therefore, comparability between the
current data and data prior to 1998 may be limited]

County	1999	2000	2001	2002	2003	2004	2005
State total	295	273	265	269	296	313	326
Hawaii	48	47	50	48	52	59	59
Honolulu	130	122	120	122	121	125	134
Kauai	36	32	34	38	44	46	50
Maui	81	72	61	61	79	83	83

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual). Also see
<<http://censtats.census.gov/cbpnaic/cbpnaic.shtml>> accessed December 5, 2007.

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2007**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	75.3	199.87	150.49
Oahu	76.9	168.67	129.71
Waikiki	77.5	167.47	129.79
Other Oahu	72.2	177.49	128.15
Maui	76.5	262.23	200.61
Wailea	72.1	423.28	305.33
Lahaina-Kaanapali-Kapalua	79.3	241.43	191.45
Other Maui	73.4	286.51	210.30
Hawaii	67.6	202.34	136.78
Kohala Coast	65.7	301.44	198.19
Kauai	75.8	205.35	155.66

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*,
(December/Year-End 2007 Highlights).

**Table 23.42-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 2007**

[In thousands of dollars. Data are on a cash basis accounting]

Year reported 1/	Total	Hotel rentals	All other rentals 2/
1985	3,037,254	1,122,268	1,914,986
1986	3,278,450	1,212,782	2,065,668
1987	3,443,271	1,369,401	2,073,870
1988	3,715,546	1,408,891	2,306,655
1989	4,108,740	1,505,071	2,603,669
1990	4,401,733	1,572,994	2,828,739
1991	4,825,777	1,512,990	3,312,787
1992	5,013,293	1,621,751	3,391,542
1993	5,035,581	1,527,037	3,508,544
1994	5,358,587	1,666,406	3,692,182
1995	5,552,792	1,776,527	3,776,265
1996	5,859,454	2,057,800	3,801,655
1997	5,829,772	2,155,319	3,826,024
1998	5,904,196	2,147,217	3,756,979
1999	5,845,772	2,158,193	3,687,580
2000	6,305,325	2,419,287	3,886,038
2001	6,360,999	2,421,813	3,939,186
2002	6,184,616	2,227,341	3,957,275
2003	6,472,542	2,322,434	4,150,108
2004	6,851,888	2,518,058	4,333,830
2005	7,639,189	2,834,838	4,804,351
2006	8,107,018	3,097,961	5,009,057
2007	9,171,835	3,406,579	5,765,256

1/ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

2/ Includes residential, office, automobile, and equipment rentals, and land leases.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release). see also <http://www.state.hi.us/tax/a5_3txcolrpt.htm>.